



FOR RELEASE  
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## **Music pros: Apply to develop your business and represent Yukon**

WHITEHORSE—Yukon Film & Sound Commission (YFSC) is accepting applications from Yukon's music industry professionals for an opportunity to be part of a mentored delegation to BreakOut West.

Applications will be accepted from Yukon-based studios, labels, agents, promoters, artist managers and export-ready national and international touring musicians.

Successful applicants will form a Team Yukon delegation and attend BreakOut West in Winnipeg, Manitoba, October 2 to 5. BreakOut West is a four-day event comprising a three-day music conference, a multi-genre music festival, the Western Canadian Music Industry Awards Brunch and the Western Canadian Music Awards Gala.

"This project is modelled on Yukon's positive participation in March 2013 at Canadian Music Week. Yukoners, including the team at GBP Creative and the band Speed Control, were able to build industry connections and further their professional careers as a result of being there," Minister of Economic Development Currie Dixon said. "Attendance at events like these ensures long-term sustainability of Yukon's dynamic and growing music industry."

BreakOut West provides opportunities for attendees to develop business skills and network with industry representatives while showcasing their talents in front of record labels, festival organizers, venue managers and agents from North America and beyond.

In preparation for attendance at the event, delegation members will go through a mentorship program to build their profiles, develop marketing materials and be coached for potential interviews or meetings with industry officials.

"From respected veteran musicians to budding youth bands, Yukon has an abundance of musical performers competing on the national and international stage," Dixon added. "The Government of Yukon is proud to support the development of a competitive sound recording industry for the benefit of Yukon and its residents."

This initiative is funded and supported through the YFSC and the Enterprise Trade Fund.

The deadline for applications to be part of the Team Yukon contingent is Friday, August 22.

**Learn more: [BreakOut West 2014 – Team Yukon](#)**

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